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Legal Issues in Electronic Commerce: Security, Privacy and Intellectual Property

Volume Four

Intellectual Property

January, 2000

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Professor Dempsey

ompany gives away intellectual
:ompanies are launching
il accounts,(26) interactive news

e may be insufficient to support the
placement opportunities exceeds the
weary of the often annoying banner
ain advertisers have strong incentives

advertising. For example, the
rting itself almost exclusively on
be required to pay for intellectual

ary revenues.(33) Nevertheless,

or's trademarks. In the old days of
nowledged as the sponsor.(34)
tegrated with the content than just
promotes a contest which gives

tisfaction with the results from
line between advertisement and

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